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Date: April 15, 2008

TO: David Robertson – United States Patent and Trademark Office

FAX NO.: 571-273-8300

FROM: Ron Krosky (Reg. No. 58,564) and Brian Polis

In re patent application of:	
Applicant(s): Jesper B. Lind, <i>et al.</i>	Examiner: David Robertson
Serial No: 10/603,541	Art Unit: 3623
Filing Date: June 25, 2003	

Title: SYSTEMS AND METHODS FOR IMPROVING COLLABORATIVE FILTERING

TOTAL NUMBER OF PAGES (INCLUDING THIS PAGE): 6

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Dear Examiner Robertson:

Thank you for the opportunity to discuss this matter. The following agenda is provided to aid our discussion.

- I. Introduction
- II. Discussion of Rejections of Claims under 35 U.S.C. §§ 101 and 112
- III. Discussion of Rejections of Claims under 35 U.S.C. §§ 102 and 103(a)
 - a. Discuss independent claims and proposed amendments
 - i. Independent claim 1 has been amended to recite a *filtering component that scores at least one item of said item set by employing Lift as a measure of association.*
 - ii. Independent claim 101 recites a *collaborative filtering system that employs Lift, smoothed via cutoff smoothing techniques, as a measure of association for scoring at least one item of an item set.*
 - b. Discuss deficiencies of the cited references
 - i. Linden *et al.* relates to methods for predicting the interests of individual users based on the known interests of a community of users. Linden *et al.* discloses the use of conditional probabilities as measures of association.
 - ii. Applicants' claimed subject matter, in contrast, relates to systems and methods for improving collaborative filtering by using new algorithms for collaborative filtering based on association rules with various methods of statistical smoothing.
 - iii. The cited reference differs from the applicants' claims since Linden *et al.* is silent with respect to the use of Lift as a measure of association to score an item or items.

Attached, please find proposed claim amendments with respect to the above-referenced matter. Thanks again for your time and consideration.

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Best regards,

- Ron and Brian